Orders Order / Rev: 37654 Alt Order #: 08887100 Product Oesc: Issue

> Estimate: 1789 Flight Dates: 10/23/12 - 10/29/12 Original Oate / Rev: 10/19/12 / 10/19/12

Order Type: **GENERAL** KLAS

Primary AE: Mike Jones

Sales Region:

K-WAS National

Name: Mundy Katowitz Media

Buying Contact: Billing Contact:

1322 G Street SE

Washington, DC 20003

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: Agency Commission:

Sales Office:

15%

EOM/EOC

Priorities USA Action Advertiser Name:

> Demographic: A35+ Product Codes: PO1 LV1 Priority:

Revenue Codes: AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External IO:

Agency External ID:

Bill Plan

Agency

Start Oate	End Oate	# Spots	Gross Amount	Net Amount			
10/01/12	10/28/12	10	\$40,800.00	\$34,680.00			
10/29/12	10/29/12	2	\$8,000.00	\$6,800.00			

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$40,800.00	\$34,680.00	0.00
November 2012	2	\$8,000.00	\$6,800.00	0.00
Totals	12	\$48,800.00	\$41,480,00	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Oate / End Oate	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$48,800.00
Market	100%	\$162,666,67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$40,666.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$8,133.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E1 8	10/24/12	10/24/12	137 - 237a M-F Ele	ec Plyg@M	137-237a	W	1:00	1	\$400.00LV1	0.00 NM	1	\$400.00
			Electric Playgrou	ınd / ET	(1:37 XM-2:3	37 XM)						
TBO)											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week:	10/22/12	10/28/12	W	1	\$400.00	0.00						
E 2 8	10/25/12	10/25/12	-	СМ	137-237a	T	1:00	1	\$400.00LV1	0.00 NM	1	\$400.00

Print Date: 10/19/12 10:58:47 Page 2 of 2

Order / Rev:

37654

Start Date

Week: 10/22/12

End Date

10/28/12

<u>Weekdays</u>

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Advertiser:

Priorities USA Action

Alt Order #:

08887100

Product Desc: Issue

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Flight Dates:

10/23/12 - 10/29/12

Estimate:

1789

KLAS

Ln C	h S	Start	End	Inventory Code		Start/End 1	Time Days	Len :	Spots	Rate Pri	Rtg Type	Spots	Amount
				137-237a M-F Electric Playgrou		(1:37 XM-2:37	' XM)						
ТВ	D			Electric Flaygree	((0.7 6)	(1.0) /111 2.0	7.1177						
	Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	c: 10/22/		10/28/12	T	1	\$400.00	0.00						00.000.00
E 3	8 10	0/28/12	2 10/28/12	CBS News Sunda	-	CBS Sunday	MorniS	1:00	1	\$8,000.00LV1	0.00 NM	1	\$8,000.00
SU	NDAY N	ARN-C	BS	CBS News Sund	ay Morning							l	
00	Start E		End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week	c: 10/22/		10/28/12	 S	1	58,000.00	0.00						
E 4	8 10	0/24/12	10/24/12	8 News Now 4p N		4-5p	M	1:00	1	\$5,000.00LV1	0.00 NM	1	\$5,000.00
0.1	IOMAL A E	na/o Ni	OW 430PM	8 News Now 4p I	M-F							1	
0-1	Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Week	c: 10/22/		10/28/12	W		55,000.00	0.00	_					
E 5	8 10	0/23/12	10/23/12	8 News Now Noo	n M-F CM	12-1230p	-7	1:00	1	\$4,000.00LV1	0.00 NM	1	54,000.00
				8 News Now Noo	n M-F								
1-8	NOW NO		C-4 D-4-	10/	Cmata Attack	Data	Detine						
Week	Start E c: 10/22/		End Date 10/28/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$4,000.00	Rating 0.00						
				Live w/Kelly	CM	9-10a	-T	1:00	1	\$4,000.00LV1	0.00 NM	1	\$4,000.00
				Live w/Kelly								1	
LIV	/E WTH	KELL	Y										
	Start E		End Date	<u>Weekdays</u> -T -	Spots/Week	Rate	Rating						
	c: 10/22/		10/28/12	Live w/Kelly	CM	9-10a	0.00 M	1:00	1	\$4,000.00LV1	0.00 NM	1	54,000.00
E 7	8 1	0/29/12	2 10/29/12	Live w/Kelly	CIVI	9-10a	[V]	1.00	'	\$4,000.00EV	U.UU INIVI	l '	54,000.00
LIV	E WTH	KELL	Y	Live viirteily									
	Start I	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	k: 10/29/		11/04/12	M		\$4,000.00	0.00						
E 8	8 10	0/27/12	2 10/27/12	8 News Now Sat		11-1135p	S-	1:00	1	\$5,000.00 LV1	0.00 NM	1	\$5,000.00
NE	ws			8 News Now Sat	Tip								
	Start E	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	c: 10/22/	′12	10/28/12	- -S-	1	\$5,000.00	0.00						
E 9	8 10	0/24/12	10/24/12		CM	1135p-1237a	W	1:00	1	\$4,000.00 LV1	0.00 NM	1	54,000.00
Di	_ETTRN		384	Letterman									
D.	Start E		End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Weel	c: 10/22/		10/28/12	W		\$4,000.00	0.00						
E 10	8 1	0/29/12	10/29/12	Letterman	CM	1135p-1237a	M	1:00	1	54,000.00LV1	0.00 NM	1	\$4,000.00
				Letterman									
וט	ETTRN Stort I		End Date	Mackdays	Spots/Week	Rate	Datina						
Week	<u>Start د</u> /3 (10/29		11/04/12	<u>Weekdays</u> M		\$4,000.00	Rating 0.00						
			10/23/12	Ellen	CM	3-4p	-T	1:00	1	\$5,000.00 LV1	0.00 NM	1	\$5,000.00
				Ellen		'							
EL	LEN						5 4						
\A/a=!	Start [c; 10/22/		End Date 10/28/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$5,000.00	Rating 0.00						
E 12			2 10/26/12		CM	3-4p	F	1:00	1	\$5,000.00LV1	0.00 NM	1	\$5,000.00
t. 1 &	J 1	U12U112	10120112	Ellen	O141	۷.۲	,	1.00	1	101200100 - 0 1	J. 55 141VI	·	75,000.00
EL	LEN												

Spots/Week

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